



3627#2  
9-24-02

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Signature:

*Cheryl Arnold Ferne*  
Cheryl Arnold Ferne

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:  
Sanjay RANKA et al.

Serial No. 10/017,074  
Filed: December 7, 2001

For: METHOD, ALGORITHM, AND COMPUTER  
PROGRAM FOR TARGETING MESSAGES  
INCLUDING ADVERTISEMENTS IN AN  
INTERACTIVE MEASURABLE MEDIUM

Examiner: Not yet assigned

Group Art Unit: 3622

**INFORMATION DISCLOSURE STATEMENT SUBMITTED  
PRIOR TO THE FIRST OFFICIAL ACTION**

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Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

Applicant submits herewith patents which may be material to the examination of this application and in respect of which there may be a duty to disclose in accordance with 37 C.F.R. §1.56. While this Statement may be "material" pursuant to 37 C.F.R. §1.56, it is not intended to constitute an admission that any patent, publication, or other information referred to therein is "prior art" for this invention unless specifically designated as such. A listing of patents is shown on enclosed PTO Form 08A and a copy of each patent is also enclosed.

This information disclosure statement is being filed in compliance with 37 CFR 1.97(b)(3) as being filed before the mailing date of the first office action on the merits.

Respectfully submitted,

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Subtitle for form 1449A/PTO <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>		<b>Complete if Known</b>	
		Application Number	10/017,074
		Filing Date	December 7, 2001
		First Named Inventor	Sanjay RANKA
		Group Art Unit	3622
		Examiner Name	Not Yet Assigned
Sheet	1	of	1
		Attorney Docket Number	A-70646/RMA

## U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No.	U.S. Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number Kind Code <sup>2</sup> (if known)			
/M.M./	A1	5,727,129	BARRETT et al.	03-10-1998	
	B1	5,848,397	MARSH et al.	12-08-1998	
	C1	5,884,305	KLEINBERG et al.	03-16-1999	
	D1	5,937,392	ALBERTS	08-10-1999	
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	J1	6,161,127	CEZAR et al.	12-12-2000	
	K1	6,182,059	ANGOTTI et al.	01-30-2001	
	L1	5,617,538	HELLER	04-01-1997	

## FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.	Foreign Patent Document	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	1 <sup>o</sup>
		Office <sup>3</sup> Number <sup>4</sup> Kind Code <sup>2</sup> (if known)				
	M1					
	N1					

## OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	TRANSLATION	
			YES	NO
	O1			
	P1			

Examiner Signature	/Marilyn Macasiano/	Date Considered	08/19/2008
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English Language Translation is attached.

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